



COUNTY OF LOS ANGELES CONSUMER AFFAIRS ADVISORY COMMISSION

Members of the Board

Gloria Molina
Mark Ridley-Thomas
Zev Yaroslavsky
Don Knabe
Michael D. Antonovich

Commission
Dionne Faulk
Chair

"To Enrich Lives Through Effective and Caring Service"

May 15, 2013

To: Supervisor Gloria Molina, 1st District
Supervisor Mark Ridley-Thomas, 2nd District
Supervisor Zev Yaroslavsky, 3rd District
Supervisor Don Knabe, 4th District
Supervisor Michael D. Antonovich, 5th District

From: Dionne Faulk, Chair
Los Angeles County Consumer Affairs Advisory Commission

**Subject: Los Angeles County Consumer Affairs Advisory Commission
Annual Report - 2012**

As required by County Ordinance, I am pleased to submit the following annual report of the activities and accomplishments of the Los Angeles County Consumer Affairs Advisory Commission for calendar year 2012.

BACKGROUND

The Los Angeles County Consumer Affairs Commission (Commission) was established in 1980 and has continued pursuant to Board order under Chapter 3.13 of the Los Angeles County Code. The Commission is a non-regulatory body whose purpose is to represent the interests of consumers to the Director of the Department of Consumer Affairs (DCA) and the Board of Supervisors. The Commission is required to meet at least six times per year. Commissioners serve without compensation.

ACTIVITIES AND ACCOMPLISHMENTS

The Commission is a valuable resource for the Director of the Department of Consumer Affairs. The Commissioners represent county residents on matters of concern to consumers. Commission meetings provide a forum to discuss emerging and ongoing consumer issues. During calendar year 2012, the Commission met six times. The Commission's activities and accomplishments included the following:

- Assisted the department by bringing the Commission's collective experience as consumers, as members of the business community and as leaders in their own communities to bear on matters of concern to the department and local consumers.

- Formed four new subcommittees to review important areas of interest for the Commission:
 - Foreclosure Subcommittee
 - Volunteers and Internship Subcommittee
 - Public Information Subcommittee
 - Administrative Subcommittee
- Approved nine recommendations to the Director in areas such as:
 - Establishing new social media pages to provide consumer education
 - Increasing outreach to multi-ethnic media to provide consumer education
 - Increasing outreach to the office of local elected public officials so they could share information with their constituents
 - Utilize the Commissioners connections in their communities to help distribute consumer educational materials
 - Providing financial literacy to consumers
 - Providing additional information to homeowners about options for avoiding foreclosure
 - Providing information to consumers about avoiding unwanted text messages and utilizing the Do Not Call registry
 - Suggesting new ideas for volunteer recognition
 - Partnering with nonprofit agencies to train volunteers

Most of these recommendations have already been implemented by the department.

- Greatly increased public participation at Commission meetings and reviewed extensive public comments that were presented at the Commission meetings.
- Began work on a new Commission Administrative Manual to standardize practices and provide important information to new Commissioners.
- Invited Consumer Affairs Investigator Ariel de Guzman to give a presentation to the Commission on the topic of small print in advertising.
- Invited Consumer Affairs Consumer Education and Public Outreach staff Keven Chavez and Judith Ramirez to present to the Commission on the topic of the department's outreach efforts.

ELECTION OF CHAIR AND VICE-CHAIR

For 2012, Sylvia Southerland was elected Chair of the Los Angeles County Consumer Affairs Advisory Commission and Dionne Faulk was elected Vice Chair.

Dionne Faulk was elected Chair for calendar year 2013.

The members of the Commission wish to express their appreciation to the Board of Supervisors for providing them the opportunity to serve Los Angeles County and its residents. We look forward to the coming year and continuing what has been a successful and productive relationship with the Department of Consumer Affairs.